

**Loomis & The Lust "Bright Red Chords" music video airplay report
through September 2, 2009**

New Adds:

1. Fuse On Demand New York, NY Part of Fuse's programming geared towards viewers that would like to order the video via their Fuse on Demand service. This is a nationally distributed music video on demand service available to 18 million digital cable homes across the country and is now also available on DIRECTV. The viewer can select from a menu of 75 available videos organized into several categories and watch any or all of them at their convenience. Available for viewing for the month of September.

2. Xavier University's Brand X Cincinnati, OH Independent music thrives in college communities, and Xavier University's Brand X is a student-run television program aimed at exposing urban citizens and college students to various types of independent and mainstream music. With a local potential viewership of over 2 million, Xavier University Electronic Media Program, Brand X will syndicate weekly and air daily in 30-minute time slots. Added for September and October.

Sent: Wed, Aug 26, 2009 1:03 pm
Subject: RE: Hi Alexis!

Loomis and the Lust. "Bright Red Chords
Like A Storm "Chemical Infatuation"
LIVAN "Happy Returns"
Obits "Pine On"
Brittany Shane "Pretty In Pink"
A Bad Think "Life Of A Grape"
Metric "Sick Muse" and "Help I'm Alive"

3. The Bobby T Show Cumming, GA A multi regional weekly show seen by over 7 million potential viewers in major markets like New York, Los Angeles and Atlanta. This show began in 1979 in Atlanta and has been on the air ever since!

Here are the markets The Bobby T show is seen:

Sunday evenings @ 5pm in Los Angeles on Time Warner Cable TV Network Ch 98, 37 & 3 -
Monday through Friday @ 8pm in Orange, New Jersey on WOTV-35
Monday through Friday on a rotating schedule in Boston, Miami, Seattle, & Chicago
Monday @ 8:30pm and Saturday at 4:30 pm in DeKalb County, GA (Atlanta) on TV-25
Tuesday @ 1pm in Atlanta, GA on People TV Network Ch-24 on Comcast Cable
Tuesday @ 3pm in New York City on Manhattan Neighborhood TV Network
Friday @10pm in Birmingham, AL on Bright House Cable TV-4
Saturday and Sunday @ 10pm in Birmingham, AL on Charter Cable TV-18 and TV-24

4. Indy's Music Channel Indianapolis IN 675,000 potential viewers on broadcast TV. This channel airs 24 hours a day, 7 days a week. Audience averages 130,000 weekly viewers. This long running video outlet is very influential throughout central Indiana and has a rabid loyal viewership. Week ending 8/8.

Sent: Tue, Aug 18, 2009 10:55 am
Subject: IMC Video Play List

New Music Spotlights August 1-7, 2009
5 spins per day / 2 days per video

New Music Spotlight – Loomis & the Lust "Bright Red Chords" Kings of Spain Records

New Music Spotlight – The Singles "Don't Need Your Love" Sound Artifacts Music

New Music Spotlight – Blitzen Trapper "Black River Killer" Sub Pop Records

5. The Review Minneapolis, MN Reaches over 1.2 million potential viewers throughout the Minneapolis/St. Paul metropolitan area. This 30 minute program airs Mondays at 9:30 p.m., Tuesdays at 3:30 a.m. and 9:30 a.m. The show is seen on Channel 19 on the NWCT and MTN Cable Networks. The Review also airs once a month on the Regional Metro Cable Network. This show features videos, reviews, concert information, and interviews. They also have a retail tie-in with Treehouse Records, a local retailer who has supported the program for over 5 years. Week ending 8/15.

Sent: Sun, Aug 23, 2009 12:24 pm
Subject: the review playlist

2) LOOMIS & THE LUST "BRIGHT RED CHORDS" KINGS OF SPAIN
NEIL NATHAN "DO YA" LIONSGATE
THE CRYSTAL METHOD f. MATISYAHU "DROWN IN THE KNOW" TINY e/

6. The Coffee Shop Network (RETAIL POOL) Los Angeles CA This video content provider services hundreds of mom and pop coffee shops throughout the United States with high quality, music video content on large size flat screen TVs. Added for programming in August.

Sent: Mon, Aug 24, 2009 6:14 pm
Subject: Re: Recent video programming

UPCOMING TO ROTATION:
Like A Storm "Chemical Infatuation"
Della Valle "Legs So Long It's Crazy"
Loomis & The Lust "Bright Red Chords"
Blitzen Trapper "Black River Killer"
LIVAN "Happy Returns"
The Leftovers "Telephone Operator"
We Were Promised Jetpacks "Roll Up Your Sleeves"
The Orchid Highway "Sofa Surfer Girl"
The Singles "Can You Go Out Tonight?"
The Singles "Don't Need Your Love"
Elisa Girlando "Another Songbird"

7. Spike.com Los Angeles, CA (Formerly iFilm.com) Added to their Internet directory of music videos. To see the video visit ifilm.com, search for and click to view the video. This website features all of the coolest new music videos, movie trailers, a short film channel, an adrenaline channel, video games, and more! iFilm garners on average 10 million unique visitors a month.

8. A&R Channel Los Angeles, CA A new video on demand outlet reaching 17 million homes on various On-Demand enabled cable networks. Added for the month of September.

Existing Adds:

9. Music Mix USA Naples, FL 5 million potential viewers on broadcast weekly. Airs in multiple broadcast markets including: Miami, Ft. Lauderdale, Key West, Gainesville, Panama City, Tallahassee, Sarasota, Ft. Myers, Naples, Valdosta, Dothan, and Ozark, as well as West Palm Beach on NBC! This show airs Saturday and Sunday, and has more than two different time slots. It airs for a half hour on broadcast. Starting in September 2007, Music Mix USA will be seen in Birmingham, St. Louis and DC! Week ending 7/25. Here is Jay's playlist:

Sent: Thu, Jul 30, 2009 5:00 pm
Subject: Music Mix USA Play Lists - 7/20 & 7/27

Music Mix USA Play List for 07.20.09
Natasha James – "Tequila Time"
Clay Dustin – "The Good Lord Loves You"
Hill Country Revue - "You Can Make It"
Clutch - "50,000 Unstoppable Watts"
Andre Carr f/Amos Williams Jr. - "Huff N Puff"
Loomis & the Lust – "Bright Red Chords"
Artist Vs Poet – "Runaway"

10. Eye Music Network Atlanta GA A 24/7 channel via satellite that reaches around 5.2 million households. Eye Music Network was created in response to a perceived need for a broad ranging, reliable, wide variety, and multi-genre video music channel to satisfy the unmet demand of the 18-50 year old audience. Eye Music Network can be seen on Satellite AMC-10, C-Band dish 4DTV on C4 channel 700, from coast to coast, as well as in Missouri through Trust Cable, and in St. John, St. Thomas, and St. Croix through Choice Cable Communication. From the golden oldies through the 70's, 80's and 90's along with the pulsating, compelling beats of today's rock, pop, alternative, rap, salsa, reggaeton and more! EMN™ has listened to the viewers and created a true music video entertainment channel. Added for July.

11. California Music Channel Oakland, CA CMC is one of the longest running and most successful local music video services in the country. California Music Channel, launched March 1, 1982, is broadcast live Monday through Friday from 4:00 to 5:00 p.m. and on Saturday night from 12:30 to 1:00 a.m. on KTSF-TV Channel 26 and Digital 26.1 & 26.2 San Francisco. This outlet has a viewership of 450,000 potential viewers throughout the Bay area. Added for August.

12. Music Video 8 San Francisco CA 1 million potential viewers on cable in the San Francisco bay area . The show airs on Friday at 1:30am for one hour on cable. Week ending 8/22. Here is Alex's playlist:

82209
dinosaur jr over it jagaguwar
loomis and the lust bright red chords kings of spain
moby pale horses mute
polly scattergood please don't touch mute
tiny master of today pop chart mute
mob shot ing the back of the head mute

13. Video Jam Worcester MA Video Jam is a multi-market program that has 2.5 million potential viewers in seven different states, including Massachusetts, Connecticut, New Hampshire, Georgia, Southern California, North Dakota, and Iowa. This show airs in various time slots around the clock for each market. Week ending 8/8. Video Jam airs in the following cities:
- In Massachusetts, Worcester, on Charter Communications WCCA TV Channel 13 to 57,000 households; Medfield, Hudson, Stowe, Ashburnham, Ashby, Westminster, and Townsend, on Comcast Cable channel 8 for 25,000 households; Amerherst on Comcast channel 12 for 7,500 households; Spencer, on Charter Communications Channel 11 for 8,000 households
- In California, Berkeley on Comcast channel 25 digital cable for 20,000 households
- In New Hampshire, Londonderry on Adelphia Channel 20 for 8,000-100,000 households
- In Connecticut, New Haven, West Haven, Hamden, on Comcast Channel 27 digital cable for 182,000 households
- In Georgia, Atlanta on Channel 24 for 90,000 households
- In North Dakota, Fargo on channel 12 for 30,000 households. Airs Tuesdays and Saturdays at 10pm.
- In Iowa, Demoines at Drake University on Channel 7 for 3,000 students. Airs Saturday at 7:30pm.

Sent: Wed, Aug 5, 2009 2:29 pm

Subject: VIDEO JAM PLAYLIST 560 FOR AUGU 7, 2009

*VideoJam Playlist # 560 *

Premieres Friday, *August 7, 2009 *

(Airs first: Fridays at 9pm, Saturdays at 7pm, Sundays at 12 midnite

We Were Promised Jet Packs /Roll Up Your Sleeves/ FatCat

Elisa Girlando/Another Songbird/ Hit Play

The Leftovers/Telephone Operator /Crappy Records

Loomis and the Lust/Bright Red Chords/Kings of Spain

The Singles/Can You Go Out Tonight and Don't Need Your Love/Sound Artifacts

Scripts and Screwz/Brick/The V.E. Co.

American Idol Contestant Ayla Brown LIVE performance at Elm Park in Worcester

14. VME Media Las Vegas, NV Retail Pool which provides content to major electronic stores, restaurants, hotels, nightclubs and other retail outlets in California and Nevada. Included on the Pulse TV Network. This network has 24 hours of commercial free music seen by over 5 million viewers every month.

15. VidDream Wilmington, DE VidDream has increased its reach dramatically and has 2.3 million potential viewers. VidDream is now seen in Delaware, Baltimore and Philadelphia on Channel 28. VidDream is also seen in Bucks County, PA and select markets throughout New Jersey on Comcast Cable on varying channels. The show airs on Friday nights at 9:30pm for one hour, and is also available on DBS Satellite, available on DIRECTV and Dish Network. VidDream is now also seen in San Francisco on a weekly basis on Channel 29. This adds another 1.7 million viewers to VidDream's already large viewer base. Week ending 8/8.

16. SacXtra Sacramento CA Airs on Comcast cable and has over 700,000 potential viewers throughout Sacramento and the Bay Area. Airs the first Saturday of each month at midnight on channel 18. Added for the month of August.

Here is Phillip's e-mail:

Sent: Thu, Jul 30, 2009 4:47 pm

Subject: Sacxtra! TV - Showlist for August 2009

Sacxtra! TV

Episode: Fascist Propaganda

Les Claypool - Red State Girl

Les Claypool - Bonesville Stomp

Evergreen Terrace - Cheney Can't Quite

Riff Like the Helmet's Page Hamilton

Tinu - Wild Things

Unit 7 - Pussycat Rag

Leatherwolf - Dr. Wicked

Icon the Group - Sexy And Hood

Between The Trees - We Can Try

Ex Deo - Romulus

Loomis & The Lust - Bright Red Chords

Like A Storm - Chemical Infatuation

Livian - Happy Returns

Sonic Syndicate - Contradiction

Swashbuckle - Cruiseship Terror

20. JBTY Chicago IL JBTY has 5 million potential viewers on broadcast TV all over the Chicago area. Weeka ending 7/12 and 8/1. This is the most influential add in the Midwest and a tremendous boost for the campaign that JBTY has added the video. JBTY is a one hour show that airs on broadcast Channel WEDC Ch34 (from Sears Tower) every Wednesday night at 11pm, as well as Thursday nights at 8pm on Cable 25, Sunday nights at 12 midnight, Monday nights at 11:30pm and Wednesday nights at 9PM. JBTY also broadcasts on full power UHF time slots on WJYS Channel 62. In addition to all of JBTY's regular time slots, episodes of the show air in open time slots on WJYS from midnight to 4am 7 days a week. This is a very big add and JBTY has a large viewership in Chicago and the surrounding communities.

THE MAIN DRAG "A Jagged Gorgeouus Winter"
METRIC "SICK MUSE"
ESSER "I LOVE YOU"
METRIC "HELP I'M ALIVE"
ESSER "STAFIED"
RIVERBOAT GAMBLERS "A CHOPPY, YET SINCERE"
ESSER "Headlock"
CAVASHAWN "KEEP THE LIGHT ON"
ENDLESS HALLWAY "SOLVENCY"
THE SINGLES "DON'T NEED YOUR LOVE"
RUTH "Back To the Five"
BLACK JOE LEWIS & THE HONEYBREADS "Sugarfoot"
LOOMIS & THE LUST "Bright Red Chords"
HED PE "Renegade"
BIG "B" "Sinner"
EVERLAST "Folsom Prison Blues"
RIVERBOAT GAMBLERS "A ChoppY, Yet Sincere"
THE LEFTOVERS "Telephone Operator"
BIG "B" "Shout"
UNWRITTEN LAW "Shoulda Known Better"
KOTTONMOUTH KINGS "Where I'm Going"
HED PE "Renegade"
BIG "B" "Sinner"
EVERLAST "Folsom Prison Blues",
RIVERBOAT GAMBLERS "A ChoppY, Yet Sincere"
THE LEFTOVERS "Telephone Operator"
Sent: Sat, Jul 11, 2009 10:56 pm
Subject: JBTY Show # 3,592 Playlist

21. Alternative Currents Omaha, NE 575,000 potential viewers. This is a 30 minute music television program based out of Omaha, Nebraska. The program airs every Thursday at 9:30pm on Cox Digital Channel 109. The video show has no limits to the types of music it airs. Added for July and August.

Hello Andy. THANK YOU SO MUCH FOR AUTOGRADED CDs! Thank you for taking the time and thinking about us here in Omaha! DUDE! Here is ALTERNATIVE CURRENTS players for 7/23, 7/25, 7/30 & 8/1:

Subject: ALTERNATIVE CURRENTS PLAYLIST FOR 7/23, 7/25, 7/30, 8/1
Sent: Fri, Jul 24, 2009 1:05 pm

[add] LIKE A STORM "Chemical Infatuation"
KOTTONMOUTH KINGS "Everybody Move"
PLUSHGUN "Let Me Kiss You Now (And I'll fade Away)"
BIG "B" "White Trash Life"
KOTTONMOUTH KINGS "City to City"
POP EVIL "3 Seconds to Freedom" JBTY Live HD Soundstage EXCLUSIVE
LOOMIS & THE LUST "Bright Red Chords"
KOTTONMOUTH KINGS "I Crypress Hill" "Put it Down"
UNWRITTEN LAW "Shoulda Known Better"
KOTTONMOUTH KINGS "Where I'm Going"
HED PE "Renegade"
BIG "B" "Sinner"
EVERLAST "Folsom Prison Blues",
RIVERBOAT GAMBLERS "A ChoppY, Yet Sincere"
THE LEFTOVERS "Telephone Operator"
Sent: Sat, Jul 11, 2009 10:56 pm
Subject: JBTY Show # 3,592 Playlist

[add] BLITZEN TRAPPER "Black River Killer"
[add] WE WERE PROMISED JETPACKS "Roll Up Your Sleves"
[add] LOOMIS & THE LUST "Bright Red Chords"
[add] HOLLY WILLIAMS "Keep The Change"

22. In Store Sports Network/MediaPlace (RETAIL POOL) Added to their August Harley Davidson September Foot Locker reel. Outlets serviced include Foot Locker (1500 locations), Champs Sports (550 locations), Footaction (375 locations) and Harley-Davidson (300 dealerships).

23. allmusic (Internet) Ann Arbor, MI The allmusic website was created in 1995 as a place for music fans to indulge their passion. By word-of-mouth alone, the allmusic website has gained phenomenal popularity, developing a large and loyal following among consumers and industry professionals alike. The video has been added to allmusic's internet directory of music videos powered by SingingFool.com. To view Loomis & The Lust's clip, visit www.allmusic.com and click on the Music Videos link on the Site Menu and search "Bright Red Chords".

24. Channel M Los Angeles CA (RETAIL POOL) In operation since 1989, Channel M represents the new non-traditional media, this is a huge add because Channel M is now the world's largest supplier of in-store video entertainment programming. Channel M's reels are seen in over 20,000 locations nationwide in a web that encompasses fashion retail, entertainment software, electronics retailers and hospitality/restaurants. Some of the outlets that are serviced by this retail pool include Nordstrom, Blockbuster Video, Steve Madden, Journeys, Ecko, EB Games, Hastings, Fox & Hound, Game Crazy, and other teen hangouts that cater directing the 12-17 demographic. The reel plays multiple times per day, seven days a week. Added for the month of September.

Channel M
Adam 8*1*2 "Mystery Girl" September Bounce
Adam 8*1*2 "Poison" September Bounce
Israel Houghton "Just Wanna Say" September Bounce
Black Joe Lewis & The Honeybears "Sugarfoot" Street Sounds
The Orchid Highway "Sofa Surfer Girl" September Pop Scene
The Leftovers "Telephone Operator" September Pop Scene
Loomis & The Lust "Bright Red Chords" September Pop Scene
Blitzen Trapper "Black River Killer" September Mix, Heartland

25. Music City Arts Nashville Nashville, TN Channel 9 on Comcast cable. MCAtv can be seen widely throughout Davidson County and is available in 65% of the homes throughout Nashville and the surrounding metropolitan area. In rotation throughout July.

26. SingingFool.com Haddon Heights, NJ (Internet) Added to their Internet directory of free music videos. This site features pop, rock, hip-hop, dance, country, and Latin music videos. This site features major label as well as independent artists. In December 2006, Singingfool reached over 1.5 million US unique visitors who played over 6.4 million music videos. This site is in the Top 5 streaming video sites, and currently powers music videos on other sites such as Allmusic.com, Starpulse.com, Entercom Communications (owner of over 100 radio stations), and others. To see the video visit www.SingingFool.com, search for Loomis & The Lust and click "Bright Red Chords" to view the video.

27. Billboard.com New York NY Through our relationship with SingingFool.com, the video is available at Billboard.com. This exposure leads to tens of thousands of impressions!

28. 9:30 Club (NIGHTCLUB) Washington DC Dave Rubin has been "spinning" the video and the clip is in regular rotation. Weeks ending 7/18, 7/25, 8/1, 8/8, 8/15, 8/22, and 8/29.

29. ScreenPlay Seattle WA (RETAIL POOL) Screenplay services music video reels which go to over 25,000 prominent retailers, nightclubs and restaurants in the U.S. and Canada, including Macys, Ikea, Rentway and Goltshalcks. This in-store airplay and nightlife exposure leads over 300 million impressions a month! Added to the Nightlife reel.

30. Power Play Music TV Newark NJ Power Play has 17.8 million potential viewers on broadcast and cable TV in over 40 states. Weeks ending 7/18, 7/25, 8/1, 8/8, 8/15, 8/22, and 8/29. This is the most influential multi-regional program in the country. Airs in multiple time day and night parts on 37 different broadcast systems and cable carriers throughout the US, including Comcast, Cablevision and UATV, which services military bases all across the country.

Kristin – The promotion has so far secured some great new and sustained airplay. We are confident that programmers will continue to sing their praises for the "Bright Red Chords" music video in these final weeks of the promotion. Please don't hesitate to get in touch with us here at HIP if you have any questions about this report or the campaign in general. Thanks so much for your cooperation and support.

All the best,

Andy
HIP Video Promo
(732)-613-1779
www.HIPVideoPromo.com

Loomis & The Lust "Bright Red Chords"					September 2 2009
OUTLET	LOCATION	FORMAT	TYPE	DESCRIPTION	REPORT
New Adds:					
Fuse On Demand	New York, NY	All	Multi-Market	Viewers can choose videos based on their own preferences	Available for viewing for the month of September
Xavier University's Brand X	Cincinnati, OH	All	Regional	With a local potential viewership of over 2 million	Added for September and October
The Bobby T Show	Birmingham, AL	Pop	Multi-market	Weekly show with 6 million potential viewers in major markets like NY, LA and Atlanta	Week ending 8/8
Indy's Music Channel	Indianapolis, IN	All	Regional	24/7 broadcasting, very influential throughout Indiana	Week ending 8/15
The Review	Minneapolis, MN	All	Regional	Over 1.2 million potential viewers in the Minneapolis/St. Paul metropolitan area	Added for programming in August
The Coffee Shop Network	Los Angeles CA	All	Retail Pool	Services hundreds of mom and pop coffee shops throughout the United States	Added to their Internet directory
Spike.com	Los Angeles, CA	All	Internet	Internet directory of music videos	Added for the month of September
A&R Channel	Ventura, CA	Rock	On Demand	Music videos voted to television, reaches 10 million subscribers	
Existing Adds:					
Music Mix USA	Naples, FL	All	Regional	5 million potential viewers on broadcast weekly	Week ending 7/25
Eye Music Network	Atlanta, GA	All	Multi-Market	A 24/7 channel via satellite that reaches around 5.2 million households	Added for July
California Music Channel	Oakland, CA	Rock/Indie	Regional	Popular San Francisco based local music channel (est. 1982)	Added for August
Music Video 8	San Francisco, CA	All	Regional	1 million potential viewers on cable	Week ending 8/22
Video Jam	Worcester, MA	Rock	Multi-Market	Over 2.5 million potential viewers in NJ, MA, GA, CT and CA	Week ending 8/8
VME Media	Las Vegas, NV	All	Retail Pool	Provides content to electronic stores, restaurants, hotels, nightclubs etc in CA and NV	Added to reel
VidDream	Wilmington, DE	All	Regional	2.3 million potential viewers in Delaware, Baltimore and Philadelphia	Week ending 8/8
SacXtra	Sacramento, CA	Rock	Regional	Over 700,000 potential viewers on Comcast cable	Added for August
Class A TV	Jamaica, NY	Alternative	Regional	Weekly music video show on cable	Week ending 7/25
Evision/ Billboard DJ	Studio City, CA	All	Retail Pool	Wet Seal, Arden B, Southern California area nightclubs	Added for August
MTV Latin America	Miami, FL	All	National	35 million potential viewers in US and 17 Latin American Countries	Added for August
JBTV	Chicago, IL	All	Regional	#1 Midwest outlet, 5 million potential viewers on broadcast	Added for August
Alternative Currents	Omaha, NE	All	Regional	575,000 potential viewers	Week ending 7/12
In Store Sports Network	Pittsburgh, PA	All	Retail Pool	2400 Footlocker, Champs and Footaction outlets serviced	Added for July and August
Allmusic.com	Ann Arbor, MI	All	Internet	Added to allmusic's internet directory of music videos powered by SingingFool.com	Added for August
Channel M	Los Angeles, CA	All	Retail Pool	350 video arcades, catering to the 12-17 demographic	Added to internet database
SingingFool.com	Haddon Heights, NJ	All	Internet	Added to internet database of music videos	Added to September
Billboard.com	New York, NY	All	Internet	Added to internet database of music videos	Added to internet database
9:30 Club	Washington, DC	Dance/Rock	Club	Music and nightlife venue showcases music videos on screens throughout the bar nightly	Added to internet database
ScreenPlay	Seattle, WA	All	Retail Pool	Services over 25,000 retail outlets (macy's, ikea, rentway, etc.)	Weeks ending 7/18 and 7/25
Power Play Music TV	Newark, NJ	All	Multi-Market	17.8 million potential viewers on broadcast and cable TV in over 40 states	Added to nightlife reel
					Weeks ending 7/18 and 7/25

EXHIBIT “32”
VIDEO AIRPLAY REPORT

Movit, Jeffrey

From: Edgar Pease <edgarpease@gmail.com>
Sent: Sunday, August 25, 2013 3:14 PM
To: Movit, Jeffrey
Subject: Fwd: FW: Final Loomis & The Lust ³Bright Red Chords² music video airplay report through October 2, 2009
Attachments: Loomis and the Lust 10 2 09.xls; Loomis & The Lust 10 2 09.doc

Please see attached.

----- Forwarded message -----

From: Will Loomis <willloomis@gmail.com>
Date: Sun, Aug 25, 2013 at 12:40 PM
Subject: Fwd: FW: Final Loomis & The Lust ³Bright Red Chords² music video airplay report through October 2, 2009
To: Edgar Pease <EdgarPease@gmail.com>

----- Forwarded message -----

From: Will Loomis <willloomis@gmail.com>
Date: Thu, Mar 14, 2013 at 11:12 AM
Subject: Fwd: FW: Final Loomis & The Lust ³Bright Red Chords² music video airplay report through October 2, 2009
To: Ian Gibson <igibson@onellp.com>

----- Forwarded message -----

From: Kristin Loomis <ksloomis@gmail.com>
Date: Thu, Mar 14, 2013 at 11:00 AM
Subject: FW: Final Loomis & The Lust ³Bright Red Chords² music video airplay report through October 2, 2009
To: Will Loomis <willloomis@gmail.com>

From: <hipvideo@aol.com>
Date: Friday, October 2, 2009 11:18 AM
To: Kristin Loomis <ksloomis@gmail.com>
Subject: Final Loomis & The Lust "Bright Red Chords" music video airplay report through October 2, 2009

Kristin,

Exhibit 32

Attached is the final Loomis & The Lust "Bright Red Chords" music video airplay report through October 2, 2009. The promotion has crossed the finish line with an excellent amount of support and momentum behind it, coming in with a total of **thirty seven adds!** The clip has become quite a buzz worthy piece of eye-candy for music fans nationwide. In these past couple of weeks, we were happy to see the amount of airplay the clip has been securing from seven high profile regional outlets that have jumped in last minute to show their support for "Bright Red Chords", not to mention the programming love we are anticipating from MTV on one of their many programming platforms! Please note we have included an Excel report for an easy-to-read, brief synopsis of all the video airplay we have secured throughout the entire promotion.

Although we started your campaign in the beginning of July, we wanted to extend the promotion an extra month to assure you that we have secured the maximum amount of new and sustained airplay for the "Bright Red Chords" video. It was our pleasure to put in the extra effort required to squeeze every bit of exposure out of the promotions as humanly possible! There are a number of regional programmers and college outlets that were airing repeat episodes or had put a halt to their programming altogether for the summer, and we wanted to make sure that when they started up again, they had the Loomis & The Lust "Bright Red Chords" video on hand, ready for airplay. We're happy to report that a number of these outlets have confirmed airplay throughout the month of September for the "Bright Red Chords" video, providing us with the last minute airplay Loomis & The Lust deserves. We truly appreciate your patience and enthusiasm throughout the campaign, and rest assured that the next time around that we promote a new video from you, our programmers will have already embraced this fun-loving, compelling band, and it will be all that much easier to secure the exposure and attention any up and coming band covets.

We are excited to let you know that the "Bright Red Chords" video has been accepted for programming over at MTV. Once we ascertain what programming platforms they will be using it on (MTVu, MTV2, etc.), we will be sure to let you know. Obviously, this is a terrific coup for the video, and an excellent cap on an already-successful campaign. We can't imagine a more deserving young band to earn these accolades! Again, once our contacts inform us of the specific programming, we will be sure to reach out and let you know.

Before we actually get to the final report, we wanted to alert you that both the Loomis & The Lust *HIP Clip* and "Bright Red Chords" music video have been experiencing a great amount of face time on our YouTube page recently. The *HIP Clip* has enjoyed 584 views thus far, and "Bright Red Chords" music video has continued to connect with eyeballs on our page, raking up a total of 198 views. The amount of attention the two clips have been receiving are certainly helping to keep the level of exposure for Loomis & The Lust at a maximum. There's no doubt that the buzz surrounding this great band will continue to grow and no doubt be deafening by year's end.

We also wanted to let you know that we have been writing about Loomis & The Lust on our HIP Video Promo Blog! The entry is from September 22nd and talks about the band's upcoming tours throughout the U.S. We are happy to do everything in our power to draw attention to such a deserving band like Loomis & The Lust. Here is the link to the article we posted: <http://hipvideopromo.blogspot.com/2009/09/loomis-and-lust-roam-us.html>. Check it out when you get a chance and let us know what you think!

As far as airplay is concerned, the "Bright Red Chords" clip had no problem in securing last minute airplay from three heavy-hitting outlets from different regions of the country. First, we have R n R TV on the east coast. This outlet reaches 1.1 million potential viewers on cable in Baltimore, Annapolis, and a number of other markets all across the state of Maryland. R n R TV also airs in Fall River, MA for 35,000 potential viewers, and is now a part of the UNC-Charlotte television lineup as well, which airs to another 350,000 potential households in North Carolina. In the Midwest, The Otherside has confirmed airplay for the video. This video show airs to 3 million viewers on cable in the Chicago metropolitan area. Videology has confirmed airplay for the video as well. This regional outlet caters to the music video needs of 40,000 viewers at the University of Missouri. In addition, Videology can be viewed at local clubs as well, giving music fans the extra opportunity to catch the "Bright Red Chords" music video. Lastly, on the west coast, Video Vision has jumped in last minute to provide the clip with some programming love. Video Vision connects with 214,600 households, approximately 450,000 viewers, in San Francisco.

The online music video community has continued to show its support for the Loomis & The Lust. XYZMP3.com has taken on the video. XYZMP3.com is a unique Web site in that they digitally distribute videos for free directly to cell phones and various other media players. This is a huge plus for the campaign since "Bright Red Chords" will always be on hand for viewing whenever one chooses. We also have e360live.com coming to the table for Loomis & The Lust. This new website, going by their motto "see the music", has videos from all genres available for streaming on their main page and also has videos available to browse by genre, style, or artist. The site also has interviews, features, and related music news. This up and coming music site is fast becoming a popular destination for videos on the web, making it a helpful addition to the campaign. Lastly, we have Roxwel including the video to their internet directory of music videos. Internet users can log onto Roxwel.com and easily search for the video that features rock, indie and metal videos, as well as original video blogs and artist interviews.

Though the promotion for "Bright Red Chords" has come to an "official" end, we are confident that there's plenty more in store for Loomis & The Lust. The video has captured tons of incredible airplay from a number of high profile outlets, and we are thrilled that the promotion has brought on a number of amazing opportunities for the video to connect with millions of music fans nationwide. Thanks so much for allowing us to be a part of your musical world; it is very much appreciated.

Kristin – This promotion has been a blast to be a part of and we can't thank you enough for all of your cooperation. The Loomis & The Lust music video has become a force to be reckoned with in the music video landscape. The amount of exposure both the band and the clip has enjoyed in the past couple of months has been quite the feat, and definitely much deserved. In the event that the "Bright Red Chords" video secures more new or sustained airplay in the weeks ahead, we'll be sure to send over an extra airplay report to you. We look forward to what's in store for Loomis & The Lust in the future and wish everyone the best of luck moving forward. Please, if you have any questions or concerns about this report or the campaign in general, don't hesitate to get in touch.

All the best,
Andy
HIP Video Promo
(732)-613-1779
www.HIPVideoPromo.com

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Edgar B. Pease III, Esq.

LAW OFFICES OF EDGAR B. PEASE III, 16255 Ventura Blvd., Suite 704, Encino, CA 91436, Telephone: (818) 981-2200; Facsimile: (818) 981-2201

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October 2, 2009

Kristin,

Here is the final Loomis & The Lust "Bright Red Chords" music video airplay report through October 2, 2009. The promotion has crossed the finish line with an excellent amount of support and momentum behind it, coming in with a total of **thirty seven adds!** The clip has become quite a buzz worthy piece of eye-candy for music fans nationwide. In these past couple of weeks, we were happy to see the amount of airplay the clip has been securing from seven high profile regional outlets that have jumped in last minute to show their support for "Bright Red Chords", not to mention the programming love we are anticipating from MTV on one of their many programming platforms! Please note we have included an Excel report for an easy-to-read, brief synopsis of all the video airplay we have secured throughout the entire promotion.

Although we started your campaign in the beginning of July, we wanted to extend the promotion an extra month to assure you that we have secured the maximum amount of new and sustained airplay for the "Bright Red Chords" video. It was our pleasure to put in the extra effort required to squeeze every bit of exposure out of the promotions as humanly possible! There are a number of regional programmers and college outlets that were airing repeat episodes or had put a halt to their programming altogether for the summer, and we wanted to make sure that when they started up again, they had the Loomis & The Lust "Bright Red Chords" video on hand, ready for airplay. We're happy to report that a number of these outlets have confirmed airplay throughout the month of September for the "Bright Red Chords" video, providing us with the last minute airplay Loomis & The Lust deserves. We truly appreciate your patience and enthusiasm throughout the campaign, and rest assured that the next time around that we promote a new video from you, our programmers will have already embraced this fun-loving, compelling band, and it will be all that much easier to secure the exposure and attention any up and coming band covets.

We are excited to let you know that the "Bright Red Chords" video has been accepted for programming over at MTV. Once we ascertain what programming platforms they will be using it on (MTVU, MTV2, etc.), we will be sure to let you know. Obviously, this is a terrific coup for the video, and an excellent cap on an already-successful campaign. We can't imagine a more deserving young band to earn these accolades! Again, once our contacts inform us of the specific programming, we will be sure to reach out and let you know.

Before we actually get to the final report, we wanted to alert you that both the Loomis & The Lust *HIP Clip* and "Bright Red Chords" music video have been experiencing a great amount of face time on our YouTube page recently. The *HIP Clip* has enjoyed 584 views thus far, and "Bright Red Chords" music video has continued to connect with eyeballs on our page, raking up a total of 198 views. The amount of attention the two clips have been receiving are certainly helping to keep the level of exposure for Loomis & The Lust at a maximum. There's no doubt that the buzz surrounding this great band will continue to grow and no doubt be deafening by year's end.

We also wanted to let you know that we have been writing about Loomis & The Lust on our HIP Video Promo Blog! The entry is from September 22nd and talks about the band's upcoming tours throughout the U.S. We are happy to do everything in our power to draw attention to such a deserving band like Loomis & The Lust. Here is the link to the article we posted: <http://hipvideopromo.blogspot.com/2009/09/loomis-and-lust-roam-us.html>. Check it out when you get a chance and let us know what you think!

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Loomis & The Lust "Bright Red Chords" music video airplay report through October 2, 2009

New Adds:

1. The Otherside Chicago, IL 3 million potential viewers on cable in the Chicago metro area. The Other Side is the sister show to Rock Hard Video, and features more indie rock artists. The Other Side can be seen at 9:00 PM Saturdays and Sundays. Rock Hard Video airs on Channel 35 on Sundays at 8:30 PM and on Channel 19 Fridays at 6:00 PM and Sundays at 1:00 PM. Weeks ending 8/31 and 9/5.

Sent: Fri, Sep 4, 2009 1:09 am
Subject: Playlists - Rock Hard Video/The Otherside - Chicago

The Otherside 2009-18
scheduled August 28, 2009 from 7:00 PM to 8:00 PM
scheduled September 4, 2009 from 7:00 PM to 8:00 PM

Black Joe Lewis And The Honey Bears "Sugarfoot" Tell 'em What Your Name Is Lost Highway Records
Chairlift "Bruises" Does You Inspire You Columbia Records
Della Valle "Legs So Long It's Crazy" Legs So Long It's Crazy Rock-a-stache Records
LA Tool And Die "Don't Touch My Mustache" Don't Touch My Mustache Unchikun Records 2.56
Loomis And The Lust "Bright Red Chords" Nagasha Kings Of Spain Records 2.40
Kings Of Leon "Notion" Only By The Night RCA Records 3.03
Killswitch Engage "Starting Over" Killswitch Engage Roadrunner Records
Heaven & Hell "Black Bible" The Devil You Know Rhino Records
Mams Taylor "Girl Gotta Girlfriend" Girl Gotta Girlfriend Premiere League Records
Drop Dead Gorgeous "Two Birds, One Stone" The Hot 'N Heavy Fontana/Suretone Records 3.15
Criteria "Prevent The World" When We Break Saddle Creek Records 2.45
Cage "I Never Knew You" Depart From Me Definitive Jux Records
Major Lazer "Hold The Line" Guns Don't Kill People...Lazers Do Downtown Records
The Sights "Circus" The Sights New Line Records

2. Video Vision San Francisco CA 214,600 potential households (450,000 potential viewers) on cable. The show is seen every week on Sunday night at 11pm on Channel 29, 1/2 hour. Here is Catherine's playlist:

FEVER RAY TRIANGLE WALKS MUTE 3 Video Vision 32 8/9/2009
LIVAN HAPPY RETURNS PUMPKIN MUSIC 2 VideoHIVE 36 9/5/2009
LOOMIS & THE LUST BRIGHT RED CHORDS KINGS OF SPAIN RECORDS 8 VideoHIVE 36 9/5/2009

3. Roxwel Austin, TX (Internet) Added to their internet directory of videos. Internet users can log onto Roxwel.com and search for the video. This site features Rock, Indie and Metal videos as well as original video blogs and artist interviews.

4. R n R TV Baltimore MD 1.1 million potential viewers on cable. RnR TV is seen on Comcast in Baltimore, Annapolis, Anne Arundel and Hartford Counties, and in surrounding communities. RnR TV also airs in Fall River, MA for 35,000 potential viewers, and is also now a part of the UNC-Charlotte television lineup which airs Saturday and Sunday nights at 11pm on Time Warner Cable channel 22 which adds another 350,000 potential households to RnR's viewership in Mecklenburn, Iredell, and Union Counties in North Carolina. Week ending 9/5. Here is Chris' playlist:

Sent: Thursday, September 3, 2009 9:41:03 PM
Subject: RNRTV#248

Here is this weeks play list,#248.

- 1.Loomis & The Lust-Bright Red Chords
- 2.The Singles-Can You Go out Tonight
- 3.Boys like Girls-Love Drunk
- 4.The Gossip-Heavy Cross
- 5.Girl Meet Girl-You Burn My Heart Up
- 6.Brandon Rogers-Joy
- 7.Girl In A Coma-El Monte
- 8.Chuck Mead-I Wish It Was Friday
- 9.Black Joe Lewis & The Honeybears-Sugarfoot
- 10.Livan-Happy Returns
- 11.Sister Sin-On Parole + Interview
- 12.Kutless-To Know That You're Alone
- 13.Since October-Guilty
- 14.Suicide Silence-Bludgeoned
- 15.Swashbuckle-Cruiseship Terror

5. e360live.com (Internet) This new website, going by their motto "see the music", has Rock, Pop, R&B, Country, Hip Hop, and Dance videos available for streaming on their main page and also has videos available to browse by genre, style, or artist. The site also has interviews, features, and related music news.

6. Videology Columbia, MO Columbia, MO 40,000 potential viewers at the University of Missouri! VIDEOLOGY is programmed & hosted by the old tour manager from the Flaming Lips and is on their Cable Access TV & in the local clubs! The club show is monthly and is on the first Saturday of every month in addition also VJ's some of the bigger sold out shows at The Blue Note. The club show consists of several large movie screens, projectors, and multiple TV screens around the club and plays host to some of the best underground music videos ever made! The club show can have anywhere from 250 to 1000 people over the course of the evening. The Cable access version of the show has a potential of 40,000 viewers and is on Mediacom Cable and Charter Cable there in Columbia and surrounding area. "VIDEOLOGY" is on 6 times a week

and scheduled as follows: Sunday at 11pm, Monday & Wed. at 10pm, Thursday at 11PM, Saturday at 11am, and Saturday at 11pm. Added for the month of October.

Sent: Tue, Sep 29, 2009 1:51 pm
Subject: RE: Recent video programming

Adds:

A Bad Think "Life Of A Grape"
Aeroplane Pageant "Stars Still Pretty"
Big D and the Kids Table "Fluent In Stroll"
Blitzen Trapper "Black River Killer"
Brittany Shane "Pretty In Pink"
Candi Lynn "Hey Gurl"
Fever Ray "Triangle Walks"
Five Times August "Better With You"
HEALTH "Die Slow"
Loomis & The Lust "Bright Red Chords"
Metric "Help I'm Alive"
Metric "Sick Muse"
Neil Nathan "Do Ya"
Obits "Pine On"
Pearl Jam "The Fixer"
The Orchid Highway "Sofa Surfer Girl"
The Leftovers "Telephone Operator"

7. XYZMP3.com (Internet) XYZMP3 is a digital distribution and e-commerce platform that delivers music media (Audio and Video) through its various media players. Currently the application is providing video distribution direct to cell phone via streaming media. The service is free for all users to view and you need a fully web compliant mobile phone that plays files in the 3G format. Visit XYZ at <http://www.xyzmp3.com> and <http://www.xyzmobi.com>

Existing Adds:

8. Fuse On Demand New York, NY Part of Fuse's programming geared towards viewers that would like to order the video via their Fuse on Demand service. This is a nationally distributed music video on demand service available to 18 million digital cable homes across the country and is now also available on DIRECTV. The viewer can select from a menu of 75 available videos organized into several categories and watch any or all of them at their convenience. Available for viewing for the month of September.

9. Xavier University's Brand X Cincinnati, OH Independent music thrives in college communities, and Xavier University's Brand X is a student-run television program aimed at exposing urban citizens and college students to various types of independent and mainstream music. With a local potential viewership of over 2 million, Xavier University Electronic Media Program, Brand X will syndicate weekly and air daily in 30-minute time slots. Added for September and October.

Sent: Wed, Aug 26, 2009 1:03 pm
Subject: RE: Hi Alexis!

Loomis and the Lust. "Bright Red Chords
Like A Storm "Chemical Infatuation"
LIVAN "Happy Returns"
Obits "Pine On"
Brittany Shane "Pretty In Pink"
A Bad Think "Life Of A Grape"

Metric "Sick Muse" and "Help I'm Alive"

10. The Bobby T Show Cumming, GA A multi regional weekly show seen by over 7 million potential viewers in major markets like New York, Los Angeles and Atlanta. This show began in 1979 in Atlanta and has been on the air ever since!

Here are the markets The Bobby T show is seen:

Sunday evenings @ 5pm in Los Angeles on Time Warner Cable TV Network Ch 98, 37 & 3 - Monday through Friday @ 8pm in Orange, New Jersey on WOTV-35

Monday through Friday on a rotating schedule in Boston, Miami, Seattle, & Chicago

Monday @ 8:30pm and Saturday at 4:30 pm in DeKalb County, GA (Atlanta) on TV-25

Tuesday @ 1pm in Atlanta, GA on People TV Network Ch-24 on Comcast Cable

Tuesday @ 3pm in New York City on Manhattan Neighborhood TV Network

Friday @10pm in Birmingham, AL on Bright House Cable TV-4

Saturday and Sunday @ 10pm in Birmingham, AL on Charter Cable TV-18 and TV-24

11. Indy's Music Channel Indianapolis IN 675,000 potential viewers on broadcast TV. This channel airs 24 hours a day, 7 days a week. Audience averages 130,000 weekly viewers. This long running video outlet is very influential throughout central Indiana and has a rabid loyal viewership. Week ending 8/8.

Sent: Tue, Aug 18, 2009 10:55 am

Subject: IMC Video Play List

New Music Spotlights August 1-7, 2009

5 spins per day / 2 days per video

New Music Spotlight – Loomis & the Lust "Bright Red Chords" Kings of Spain Records

New Music Spotlight – The Singles "Don't Need Your Love" Sound Artifacts Music

New Music Spotlight – Blitzen Trapper "Black River Killer" Sub Pop Records

12. The Review Minneapolis, MN Reaches over 1.2 million potential viewers throughout the Minneapolis/St. Paul metropolitan area. This 30 minute program airs Mondays at 9:30 p.m., Tuesdays at 3:30 a.m. and 9:30 a.m. The show is seen on Channel 19 on the NWCT and MTN Cable Networks. The Review also airs once a month on the Regional Metro Cable Network. This show features videos, reviews, concert information, and interviews. They also have a retail tie-in with Treehouse Records, a local retailer who has supported the program for over 5 years. Week ending 8/15.

Sent: Sun, Aug 23, 2009 12:24 pm

Subject: the review playlist

2) LOOMIS & THE LUST "BRIGHT RED CHORDS" KINGS OF SPAIN
NEIL NATHAN "DO YA" LIONSGATE
THE CRYSTAL METHOD f. MATISYAHU "DROWN IN THE KNOW" TINY e/

13. The Coffee Shop Network (RETAIL POOL) Los Angeles CA This video content provider services hundreds of mom and pop coffee shops throughout the United States with high quality, music video content on large size flat screen TVs. Added for programming in August.

Sent: Mon, Aug 24, 2009 6:14 pm

Subject: Re: Recent video programming

UPCOMING TO ROTATION:

Like A Storm "Chemical Infatuation"

Della Valle "Legs So Long It's Crazy"

Loomis & The Lust "Bright Red Chords"

Blitzen Trapper "Black River Killer"

LIVAN "Happy Returns"
The Leftovers "Telephone Operator"
We Were Promised Jetpacks "Roll Up Your Sleeves"
The Orchid Highway "Sofa Surfer Girl"
The Singles "Can You Go Out Tonight?"
The Singles "Don't Need Your Love"
Elisa Girlando "Another Songbird"

14. Spike.com Los Angeles, CA (Formerly iFilm.com) Added to their Internet directory of music videos. To see the video visit ifilm.com, search for and click to view the video. This website features all of the coolest new music videos, movie trailers, a short film channel, an adrenaline channel, video games, and more! iFilm garners on average 10 million unique visitors a month.

15. A&R Channel Los Angeles, CA A new video on demand outlet reaching 17 million homes on various On-Demand enabled cable networks. Added for the month of September.

16. Music Mix USA Naples, FL 5 million potential viewers on broadcast weekly. Airs in multiple broadcast markets including: Miami, Ft. Lauderdale, Key West, Gainesville, Panama City, Tallahassee, Sarasota, Ft. Myers, Naples, Valdosta, Dothan, and Ozark, as well as West Palm Beach on NBC! This show airs Saturday and Sunday, and has more than two different time slots. It airs for a half hour on broadcast. Starting in September 2007, Music Mix USA will be seen in Birmingham, St. Louis and DC! Week ending 7/25. Here is Jay's playlist:

Sent: Thu, Jul 30, 2009 5:00 pm
Subject: Music Mix USA Play Lists - 7/20 & 7/27

Music Mix USA Play List for 07.20.09
Natasha James – "Tequila Time"
Clay Dustin – "The Good Lord Loves You"
Hill Country Revue - "You Can Make It"
Clutch - "50,000 Unstoppable Watts"
Andre Carr f/Amos Williams Jr. - "Huff N Puff"
Loomis & the Lust – "Bright Red Chords"
Artist Vs Poet – "Runaway"

17. Eye Music Network Atlanta GA A 24/7 channel via satellite that reaches around 5.2 million households. Eye Music Network was created in response to a perceived need for a broad ranging, reliable, wide variety, and multi-genre video music channel to satisfy the unmet demand of the 18-50 year old audience. Eye Music Network can be seen on Satellite AMC-10, C-Band dish 4DTV on C4 channel 700, from coast to coast, as well as in Missouri through Trust Cable, and in St. John, St. Thomas, and St. Croix through Choice Cable Communication. From the golden oldies through the 70's, 80's and 90's along with the pulsating, compelling beats of today's rock, pop, alternative, rap, salsa, reggaeton and more! EMN™ has listened to the viewers and created a true music video entertainment channel. Added for July.

18. California Music Channel Oakland, CA CMC is one of the longest running and most successful local music video services in the country. California Music Channel, launched March 1, 1982, is broadcast live Monday through Friday from 4:00 to 5:00 p.m. and on Saturday night from 12:30 to 1:00 a.m. on KTSF-TV Channel 26 and Digital 26.1& 26.2 San Francisco. This outlet has a viewership of 450,000 potential viewers throughout the Bay area. Added for August.

19. Music Video 8 San Francisco CA 1 million potential viewers on cable in the San Francisco bay area . The show airs on Friday at 1:30am for one hour on cable. Week ending 8/22. Here is Alex's playlist:

82209

dinosaur jr over it jagaguwar
loomis and the lust bright red chords kings of spain
moby pale horses mute
polly scattergood please don't touch mute
tiny master of today pop chart mute
mob shot ing the back of the head mute

20. Video Jam Worcester MA Video Jam is a multi-market program that has 2.5 million potential viewers in seven different states, including Massachusetts, Connecticut, New Hampshire, Georgia, Southern California, North Dakota, and Iowa. This show airs in various time slots around the clock for each market. Week ending 8/8. Video Jam airs in the following cities:

- In Massachusetts, Worcester, on Charter Communications WCCA TV Channel 13 to 57,000 households; Medfield, Hudson, Stowe, Ashburnham, Ashby, Westminster, and Townsend, on Comcast Cable channel 8 for 25,000 households; Amerherst on Comcast channel 12 for 7,500 households; Spencer, on Charter Communications Channel 11 for 8,000 households
- In California, Berkeley on Comcast channel 25 digital cable for 20,000 households
- In New Hampshire, Londonderry on Adelphia Channel 20 for 8,000-100,000 households
- In Connecticut, New Haven, West Haven, Hamden, on Comcast Channel 27 digital cable for 182,000 households
- In Georgia, Atlanta on Channel 24 for 90,000 households
- In North Dakota, Fargo on channel 12 for 30,000 households. Airs Tuesdays and Saturdays at 10pm.
- In Iowa, Demoines at Drake University on Channel 7 for 3,000 students. Airs Saturday at 7:30pm.

Sent: Wed, Aug 5, 2009 2:29 pm

Subject: VIDEO JAM PLAYLIST 560 FOR AUGU 7, 2009

*VideoJam Playlist # 560 *

Premieres Friday, *August 7, 2009 *

(Airs first: Fridays at 9pm, Saturdays at 7pm, Sundays at 12 midnite

We Were Promised Jet Packs /Roll Up Your Sleeves/ FatCat

Elisa Girlando/Another Songbird/ Hit Play

The Leftovers/Telephone Operator /Crappy Records

Loomis and the Lust/Bright Red Chords/Kings of Spain

The Singles/Can You Go Out Tonight and Don't Need Your Love/Sound Artifacts

Scripts and Screwz/Brick/The V.E. Co.

American Idol Contestant Ayla Brown LIVE performance at Elm Park in Worcester

21. VME Media Las Vegas, NV Retail Pool which provides content to major electronic stores, restaurants, hotels, nightclubs and other retail outlets in California and Nevada. Included on the Pulse TV Network. This network has 24 hours of commercial free music seen by over 5 million viewers every month.

22. VidDream Wilmington, DE VidDream has increased its reach dramatically and has 2.3 million potential viewers. VidDream is now seen in Delaware, Baltimore and Philadelphia on Channel 28. VidDream is also seen in Bucks County, PA and select markets throughout New Jersey on Comcast Cable on varying channels. The show airs on Friday nights at 9:30pm for one hour, and is also available on DBS Satellite, available on DIRECTV and Dish Network. VidDream is now also seen in San Francisco on a weekly basis on Channel 29. This adds another 1.7 million viewers to VidDream's already large viewer base. Week ending 8/8.

23. SacXtra Sacramento CA Airs on Comcast cable and has over 700,000 potential viewers throughout Sacramento and the Bay Area. Airs the first Saturday of each month at midnight on channel 18. Added for the month of August. Here is Phillip's e-mail:

Sent: Thu, Jul 30, 2009 4:47 pm
Subject: Sacxtra! TV - Showlist for August 2009

Sacxtra! TV
Episode: Fascist Propaganda
Les Claypool - Red State Girl
Les Claypool - Bonesville Stomp
Evergreen Terrace - Cheney Can't Quite
Riff Like the Helmet's Page Hamilton
Tinu - Wild Things
Unit 7 - Pussycat Rag
Leatherwolf - Dr. Wicked
Icon the Group - Sexy And Hood
Between The Trees - We Can Try
Ex Deo - Romulus
Loomis & The Lust - Bright Red Chords
Like A Storm - Chemical Infatuation
Livian - Happy Returns
Sonic Syndicate - Contradiction
Swashbuckle - Cruiseship Terror

24. Class A TV Jamaica NY 650,000 households. Class A TV is a one hour weekly music video show featuring Hip Hop, R&B, Reggae, and Alternative artists. The show airs throughout CT (Bridgeport, Fairfield, Milford, Orange, Stratford, and Woodbridge) on Cablevision, Channel 77 every Thursday at 10pm. Class A TV can now also be seen in Queens on TimeWarner Channel 56 on Saturdays and Wednesdays from 11pm-midnight. Week ending 7/25.

Sent: Wed, Aug 5, 2009 12:13 pm
Subject: Class-A-Tv Playlist Weeks Ending July 4 - Aug 1

Week Ending July 25
Myko Slim f. Yung Joc Give It to You
Yung Ro Donk Dat Remix
Jay Sean f. Lil Wayne Down
Jah Cure f. Phyllisia Call On Me
Candi Lynn Hey Gurl
Edubb Whooty
Frank Nitt f. DJ Quick, J. Black L.O.V.E
The Singles Can You Go Out Tonight
The Singles Don't Need Your Love
Loomis & The Lust Bright Red Chords
Tinu Wild Things

25. Evision/ Billboard DJ Studio City, CA Billboard DJ/E Vision supplies content for the following Southern California area nightclubs: Encounters, Pasadena, and House of Blues on Sunset. Additional content is supplied to Princess Cruises as well as Wet Seal and Arden B retail outlets. Added for August.

Sent: Thu, Aug 6, 2009 12:11 am
Subject: July 2009 Top Video CLIPS

ARTISTS TITLE RECORD LABEL SPINS / RATING DATE REVIEWED	The Singles Chan You Go Out Tonight? Sound Artifacts Music 5 08/02/09	Metric Help I'm Alive Metric Music International 4 08/02/09	The Occhipi Highway Sofa Surfer Girli Rainbow Quartz 4 08/02/09	Metric Sick Muse Metric Music International 3 08/02/09	The Leftovers Don't Need Your Love Sound Artifacts Music 3 08/02/09	Neil Nathan Do Ya Lionsgate Red Chords Kings Of Spain Records 3 08/02/09	Livan Happy Returns Pumpkin Music 2 08/02/09	Like A Storm Chemica Infestation Prospect Park 2 08/02/09	Holly Williams Three Days In Bed Mercury Records 2 08/02/09	Black Joe Lewis & The Honeybears Change Me Mercury Records 2 08/02/09	Bilzen Trapper Black River Killer Sub Pop Records 2 08/02/09	Andre Dezano The Da Da Song Nu Groove Records 2 08/02/09	Elisa Girlando Another Songbird Hitplay Records / Sony Red Distribution 1 08/02/09	We Were Promised Jetpacks Roll Up Your Sleevies Factcat Records 1 08/02/09	Holly Williams Alone Mercury Records 1 08/02/09	Black Joe Lewis & The Honeybears Hey Gurl I'm Broke Lost Highway Records 1 08/02/09	Canada Lynne Hey Gurl ILL Miss Music 1 08/02/09	Miami FL 35 million potential viewers in the US and 21 different Central and South American countries. Airs 24/7 on cable. Added for the month of August.	26. MTV Latin America
27. JBTV Chicago IL	Chicago area. Weeka ending 7/12 and 8/1. This is the most influential add in the Midwest area.	Chicago airs on broadcast Channel WEDE Channel 34 (from Sears Tower) every Wednesday night at 11pm, as well as Thursday nights at 8pm on Cable 25, Sunday nights at 12 midnight, Monday nights at 1:30pm and Wednesday nights at 9pm. JBTV also broadcasts on full power UHF WJYS Channel 62. In addition to all of JBTV's regular time slots, episodes of the show air in time slots on WJYS from midnight to 4am 7 days a week. This is a very big add and JBTV has large viewership in Chicago and the surrounding communities.	27. JBTV Chicago IL																

BIG "B" "Sinner"
HED PE "Renegade"
KOTTONMOUTH KINGS "Where I'm Going"
UNWRITTEN LAW "Shoulda Known Better"
KOTTONMOUTH KINGS f/Cypress Hill "Put It Down"
LOOMIS & THE LUST "Bright Red Chords"
POP EVIL "3 Seconds to Freedom" JBTV Live HD Soundstage EXCLUSIVE
KOTTONMOUTH KINGS "City to City"
KOTTONMOUTH KINGS "Living Proof"
BIG "B" "White Trash Life"
PLUSHGUN "Let Me Kiss You Now (And I'll fade Away)"
KOTTONMOUTH KINGS "Everybody Move"

28. Alternative Currents Omaha, NE 575,000 potential viewers. This is a 30 minute music television program based out of Omaha, Nebraska. The program airs every Thursday at 9:30pm on Cox Digital Channel 109. The video show has no limits to the types of music it airs. Added for July and August.

Sent: Fri, Jul 24, 2009 1:05 pm
Subject: ALTERNATIVE CURRENTS PLAYLIST FOR 7/23, 7/25, 7/30, 8/1

Hello Andy. THANK YOU SO MUCH FOR AUTOGRAPHED CD'S! Thank you for taking the time and thinking about us here in Omaha! DUDE! Here is ALTERNATIVE CURRENTS playlists for 7/23, 7/25, 7/30 & 8/1:

[add] LIKE A STORM "Chemical Infatuation"
[add] BLITZEN TRAPPER "Black River Killer"
[add] WE WERE PROMISED JETPACKS "Roll Up Your Sleves"
[add] LOOMIS & THE LUST "Bright Red Chords"
[add] HOLLY WILLIAMS "Keep The Change"

29. In Store Sports Network/MediaPlace (RETAIL POOL) Added to their August Harley Davidson September Foot Locker reel. Outlets serviced include Foot Locker (1500 locations), Champs Sports (550 locations), Footaction (375 locations) and Harley-Davidson (300 dealerships).

30. allmusic (Internet) Ann Arbor, MI The allmusic website was created in 1995 as a place for music fans to indulge their passion. By word-of-mouth alone, the allmusic website has gained phenomenal popularity, developing a large and loyal following among consumers and industry professionals alike. The video has been added to allmusic's internet directory of music videos powered by SingingFool.com. To view Loomis & The Lust's clip, visit www.allmusic.com and click on the Music Videos link on the Site Menu and search "Bright Red Chords".

31. Channel M Los Angeles CA (RETAIL POOL) In operation since 1989, Channel M represents the new non-traditional media, this is a huge add because Channel M is now the world's largest supplier of in-store video entertainment programming. Channel M's reels are seen in over 20,000 locations nationwide in a web that encompasses fashion retail, entertainment software, electronics retailers and hospitality/restaurants. Some of the outlets that are serviced by this retail pool include Nordstrom, Blockbuster Video, Steve Madden, Journeys, Ecko, EB Games, Hastings, Fox & Hound, Game Crazy, and other teen hangouts that cater directing the 12-17 demographic. The reel plays multiple times per day, seven days a week. Added for the month of September.

Channel M
Adam 8*1*2 "Mystery Girl" September Bounce
Adam 8*1*2 "Poison" September Bounce

Israel Houghton "Just Wanna Say" September Bounce
Black Joe Lewis & The Honeybears "Sugarfoot" Street Sounds
The Orchid Highway "Sofa Surfer Girl" September Pop Scene
The Leftovers "Telephone Operator" September Pop Scene
Loomis & The Lust "Bright Red Chords" September Pop Scene
Blitzen Trapper "Black River Killer" September Mix, Heartland

32. Music City Arts Nashville Nashville, TN Channel 9 on Comcast cable. MCAtv can be seen widely throughout Davidson County and is available in 65% of the homes throughout Nashville and the surrounding metropolitan area. In rotation throughout July.

33. SingingFool.com Haddon Heights, NJ (Internet) Added to their Internet directory of free music videos. This site features pop, rock, hip-hop, dance, country, and Latin music videos. This site features major label as well as independent artists. In December 2006, Singingfool reached over 1.5 million US unique visitors who played over 6.4 million music videos. This site is in the Top 5 streaming video sites, and currently powers music videos on other sites such as Allmusic.com, Starpulse.com, Entercom Communications (owner of over 100 radio stations), and others. To see the video visit www.SingingFool.com, search for Loomis & The Lust and click "Bright Red Chords" to view the video.

34. Billboard.com New York NY Through our relationship with SingingFool.com, the video is available at Billboard.com. This exposure leads to tens of thousands of impressions!

35. 9:30 Club (NIGHTCLUB) Washington DC Dave Rubin has been "spinning" the video and the clip is in regular rotation. Weeks ending 7/18, 7/25, 8/1, 8/8, 8/15, 8/22, 8/29, 9/5, 9/12, 9/19, and 9/26.

36. ScreenPlay Seattle WA (RETAIL POOL) Screenplay services music video reels which go to over 25,000 prominent retailers, nightclubs and restaurants in the U.S. and Canada, including Macys, Ikea, Rentway and Goltshalcks. This in-store airplay and nightlife exposure leads over 300 million impressions a month! Added to the September reel.

Sent: Fri, Aug 28, 2009 7:36 pm
Subject: Re: Hi Dorian!

Hey Andy, here's what we have for these:

Loomis & The Lust "Bright Red Chords" - Nightlife November

37. Power Play Music TV Newark NJ Power Play has 17.8 million potential viewers on broadcast and cable TV in over 40 states. Weeks ending 7/18, 7/25, 8/1, 8/8, 8/15, 8/22, 8/29, 9/5, 9/12, 9/19, and 9/26. This is the most influential multi-regional program in the country. Airs in multiple time day and night parts on 37 different broadcast systems and cable carriers throughout the US, including Comcast, Cablevision and UATV, which services military bases all across the country.

Kristin – This promotion has been a blast to be a part of and we can't thank you enough for all of your cooperation. The Loomis & The Lust music video has become a force to be reckoned with in the music video landscape. The amount of exposure both the band and the clip has enjoyed in the past couple of months has been quite the feat, and definitely much deserved. In the event that the "Bright Red Chords" video secures more new or sustained airplay in the weeks ahead, we'll be sure to send over an extra airplay report to you. We look forward to what's in store for Loomis & The Lust in the future and wish everyone the best of luck moving forward. Please, if you have any questions or concerns about this report or the campaign in general, don't hesitate to get in touch.

All the best,

Andy
HIP Video Promo
(732)-613-1779
www.HIPVideoPromo.com

Loomis & The Lust		"Bright Red Chords"		October 2 2009	
OUTLET	LOCATION	FORMAT	TYPE	DESCRIPTION	REPORT
New Adds:					
The Otherside	Chicago, IL	Rock	Regional	Sister show to Rock Hard Video, and features more indie rock artists	Weeks ending 8/31 and 9/5
Video Vision	San Francisco, CA	All	Regional	1.7 million potential viewers on cable and broadcast	Week ending 9/5
Roxwel	Austin, TX	Rock	Internet	This site features Rock, Indie and Metal videos as well as video blogs and artist interviews	Added to internet database
R n R TV	Baltimore, MD	All	Regional	500,000 potential viewers on cable	Week ending 9/5
e360live.com		All	Internet	Rock, Pop, R&B, Country, Hip Hop, and Dance videos available for streaming on their main page	Added to internet database
Videology	Columbia, MO	Rock	Regional	25,000 potential viewers, including University of Missouri	Added to internet database
XYZMP3.com	San Antonio, TX	All	Internet	Video distribution direct to cell phone via streaming media.	Added for the month of October
Existing Adds:					
Fuse On Demand	New York, NY	All	Multi-Market	Viewers can choose videos based on their own preferences	Available for viewing for the month of September
Xavier University's Brand X	Cincinnati, OH	All	Regional	With a local potential viewership of over 2 million	Added for September and October
The Bobby T Show	Birmingham, AL	Pop	Multi-market	Weekly show with 6 million potential viewers in major markets like NY, LA and Atlanta	Week ending 8/8
Indy's Music Channel	Indianapolis, IN	All	Regional	24/7 broadcasting, very influential throughout Indiana	Week ending 8/15
The Review	Minneapolis, MN	All	Regional	Over 1.2 million potential viewers in the Minneapolis/St. Paul metropolitan area	Added for programming in August
The Coffee Shop Network	Los Angeles CA	All	Retail Pool	Services hundreds of mom and pop coffee shops throughout the United States	Added to their Internet directory
Spike.com	Los Angeles, CA	All	Internet	Internet directory of music videos	Added for the month of September
A&R Channel	Ventura, CA	Rock	On Demand	Music videos voted to television, reaches 10 million subscribers	Week ending 7/25
Music Mix USA	Naples, FL	All	Regional	5 million potential viewers on broadcast weekly	Added for July
Eye Music Network	Atlanta, GA	All	Multi-Market	A 24/7 channel via satellite that reaches around 5.2 million households	Added for August
California Music Channel	Oakland, CA	Rock/Indie	Regional	Popular San Francisco based local music channel (est. 1982)	Week ending 8/22
Music Video 8	San Francisco, CA	All	Regional	1 million potential viewers on cable	Week ending 8/8
Video Jam	Worcester, MA	Rock	Multi-Market	Over 2.5 million potential viewers in NJ, MA, GA, CT and CA	Added to reel
VME Media	Las Vegas, NV	All	Retail Pool	Provides content to electronic stores, restaurants, hotels, nightclubs etc in CA and NV	Week ending 8/8
VidDream	Wilmington, DE	All	Regional	2.3 million potential viewers in Delaware, Baltimore and Philadelphia	Added for August
SacXtra	Sacramento, CA	Rock	Regional	Over 700,000 potential viewers on Comcast cable	Week ending 7/25
Class A TV	Jamaica, NY	Alternative	Regional	Weekly music video show on cable	Added for August
Evision/ Billboard DJ	Studio City, CA	All	Retail Pool	Wet Seal, Arden B, Southern California area nightclubs	Added for August
MTV Latin America	Miami, FL	All	National	35 million potential viewers in US and 17 Latin American Countries	Added for August
JBTV	Chicago, IL	All	Regional	#1 Midwest outlet, 5 million potential viewers on broadcast	Week ending 7/12
Alternative Currents	Omaha, NE	All	Regional	575,000 potential viewers	Added for July and August
In Store Sports Network	Pittsburgh, PA	All	Retail Pool	2400 Footlocker, Champs and Footaction outlets serviced	Added for August
Allmusic.com	Ann Arbor, MI	All	Internet	Added to allmusic's Internet directory of music videos powered by SingingFool.com	Added to internet database
Channel M	Los Angeles, CA	All	Retail Pool	350 video arcades, catering to the 12-17 demographic	Added to September
SingingFool.com	Haddon Heights, NJ	All	Internet	Added to internet database of music videos	Added to internet database
Billboard.com	New York, NY	All	Internet	Added to internet database of music videos	Added to Internet database
9:30 Club	Washington, DC	Dance/Rock	Club	Music and nightlife venue showcases music videos on screens throughout the bar nightly	Weeks ending 7/18 and 7/25
ScreenPlay	Seattle, WA	All	Retail Pool	Services over 25,000 retail outlets (macy's, ikea, rentway, etc.)	Added to nightlife reel
Power Play Music TV	Newark, NJ	All	Multi-Market	17.8 million potential viewers on broadcast and cable TV in over 40 states	Weeks ending 7/18 and 7/25

EXHIBIT “33”

Printout from Website,
www.ripoffreport.com

[http://www.ripoffreport.com/r/Larry-Weir-New-Music-Weekly-Backstage-Entertainment-Spins-Tracking-System/...](http://www.ripoffreport.com/r/Larry-Weir-New-Music-Weekly-Backstage-Entertainment-Spins-Tracking-System/)

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» Total Visits since 1998: 8,813,302,506 » Estimated money Consumers saved since 1998: \$15,423,279,385.37 » Reports filed: 1,679,467

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Report: #340869

Complaint Review: Larry Weir, New Music Weekly, Backstage Entertainment , Spins Tracking System

Related Reports

Larry Weir, New Music Weekly, Backstage Entertainment , Spins Tracking System Radio Promotion ripp off Los Angeles, California

Featured Ripoff Reports



Submitted: Mon, June 16, 2008 Updated: Thu, February 10, 2011
Reported By:— NY New York

Larry Weir, New Music Weekly, Backstage Entertainment , Spins Tracking System
137 N Larchmont Blvd S-600 Los Angeles, CA 90004
Nationwide
U.S.A.

Phone: 323-658-744
Web:
Category: Modeling & Talent Agencies

Larry Weir, New Music Weekly, Backstage Entertainment , Spins Tracking System
Radio Promotion ripp off Los Angeles California

*Consumer Comment: Musicians pointing fingers will never succeed

*Consumer Suggestion: Conflict of Interest should set off alarms

*Consumer Suggestion: Tell the whole story!

*REBUTTAL Owner of company: For The Record

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Add Rebuttal to this Report

Arbitrate & Set Record
Straight

File New Report

Repair Your Reputation

Spins Tracking System, National Radio Promotions, Larry Weir, New Music Weekly.

Author Consumer Employee/Owner

This is a bogus radio promotion scam that is very intricate and sophisticated.

Exhibit 33

K. Loomis

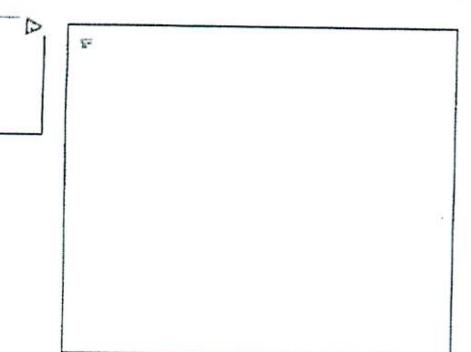
8/26/13

reporter: nikki ray

CSR No. 3052



See It Now



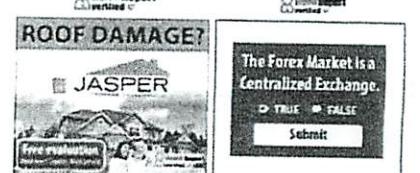
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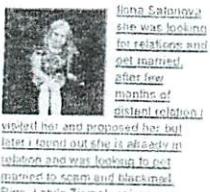
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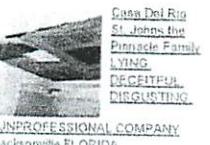
Ripoff Reports



They then put out weekly radio station charts (Spins Tracking System)



These radio stations are referred to as "reporting stations". If you pay for this service your name will appear in charts with some of the biggest names in the music industry.



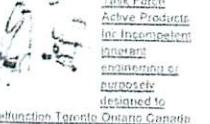
You will find it odd that although you are being played 600 time a week across 18 to 20 states you will not sell a single record, get a single hit on your website, no one will have heard of your song but if you keep paying your name will rise up the spins tracking system chart along with artists who are selling millions of CDs.



They send you a magazine published weekly that looks very professional and real. Your name will appear in multiple charts. It looks very much like you are making incredible progress.



In the end they took me for well over \$30,000 and I found I was far from alone. The radio stations may or may not even exist, some are am stations with religious formats or formats like QVC and don't even play music.



If you look deeper you will find that the same people own all of the companies. New Music Weekly, Larry Weir, National Record Promotions, The Spins Tracking System and there are several others.



Singer Songwriter
NY, New York
U.S.A.



This report was posted on Ripoff Report on 06/16/2008 07:58 PM and is a permanent record located here: <http://www.ripoffreport.com/r/Larry-Weir-New-Music-Weekly-Backstage-Entertainment-Spins-Tracking-System-nationwide/Larry-Weir-New-Music-Weekly-Backstage-Entertainment-Spins-Tracking-System-Radio-Promot-340869>. The posting time indicated is Arizona local time, Arizona does not observe daylight savings so the post time may be Mountain or Pacific depending on the time of year.

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REBUTTALS & REPLIES:

Updates & Rebuttals

0 3 1
Author Consumer Employee/Owner

#1 Consumer Comment

Musicians pointing fingers will never succeed

AUTHOR: themusicman - (United States of America)

I find the entire writing very entertaining. Where to start??? Firstly, let me state that I'm very familiar with all sides having done much business with all, except for the mystery artist/complainier which I can only assume is one of their competitors. certainly anyone knowledgeable in the music and/or radio industry knows that New Music Weekly magazine is one of the only trade publications left standing in the

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model car and parts in the [new
Colorado Springs Colorado](#)



[MyFootTheDoor.com My Foot in
The Door Inc. Beato Lazio Michael
Scholl MyFootTheDoor.com is a
start-up website by two ex-music
Managers, Beato Lazio and Michael
Scholl who seem to use the work of
a lot of people and then refuse to
pay for the work that was done. As
is evident in my case and the
preceding case on
\[EduOffReport.com\]\(#\). These two have
no business ethics and very poor
communication skills. I would advise
to stay clear away from this
company, its website and the
owners. The last time I did work for
them it was \\$50 and it took 7 weeks
to get paid. Previously I was
screamed at by Michael Scholl in a
tantrum on the phone. Hamburg
Pennsylvania](#)

[XTEL Global
XTEL Global](#)

[www.xtelglobal.com Scam. Fake
Online Pharmacy Merchant
Processing Not Shipping Stuff. Held
amount of center Valence Florida](#)


Fester Auto Mall
Toyota Motor
company Sold a
Toyota Tacoma
1995 with a
defective rusted frame. Fairfield Town

[National Home](#)


Gister REVIEW: Commitment to
customer 100% satisfaction
publication for a full 5 months after
delivery on all items. National Home
Gister recognized all of its Customers
Service instances. National Home
Gister delivers Healthy, Clean and
Easy meal solutions for today's busy
families. National Home Gister
committed directions, customize your
meal plan to fit your unique goals.
Gingerly line of products to ensure
the air you breathe and the water
you drink are the cleanest on the
planet. Gister report verified as
a safe business service.


Hertz Rent A
Car Inc. Fwd
Purchase
Orion Buell
Internet

ABUL KALAM
AZAD

INTERNET CRUSADER BEWARE
OF THIS INTERNET CRUSADER
SCAM PLS. Hold on to your hand
earned money Internet Crusader is
INTERNET CRUSADER SCAMMED
ME AND NOW TRIES TO TURN
THE STORY ON ME. INDIA INDIA


Turner's
Insurance Agent
Whitney Rambo
Whitney
Rambo 2228
Received, fiber, return, fabrication
in-custodian San Antonio, Texas


Sales &
Marketing
Group, Inc.
TMCHI REVIEW: Sales & Marketing
Group dedicated to customer and
Employee Satisfaction. Voted "Best
Place to Work" in Philadelphia

industry for they aren't even aware that R&R (when it was in business) used its own tracking service Mediabase (which btw is not a publication as you mentioned)...and Billboard uses its own tracking service BDS. In fact, both editors of New Music Weekly were even written about in Billboard magazine (in addition of other publications as leaders within the independent music scene. If, by the slimmest chance, you are an actual artist I can only recommend that you go to your local library and educate yourself on how to self-promote yourself and "who's who" of the music industry. Intellectuals would be blessed to be in business with such connect companies rather than looking at them as "conflict of interest". You may want to do some research on BMG and see how many major labels are owned by them, then you can talk about "conflict of interest".

Respond to this report! [File a Rebuttal](#) (7)

#2 Consumer Suggestion

Conflict of Interest should set off alarms

AUTHOR: Trisha - (U.S.A.)

[Read Full Report](#) [Report Abuse](#)

While New Music Weekly may be a semi-valid publication for indie artists anyone looking at using a promoter that is co-owner of the publication should see conflict of interest in their dreams.

Go with a promoter that specializes in working music to one or two formats, not scores of formats.

Realize that with small indie publications you will play at tertiary market stations that have a population base of 500 people in the middle of nowhere land.

What you can do is use your experience and charting data to move up to larger publications and markets that are serviced by R&R, FMB, MediaBase and other charts that have no conflict problems.

Larry Weir is a good guy and does the best that he can for his clients. Not everyone can be a star and sell thousands of records. It takes time and constant trying over and over. His counterpart that owns the other half of New Music Weekly is.....I won't comment anymore about that.

Good luck in the future.

Respond to this report! [File a Rebuttal](#) (7)

#3 Consumer Suggestion

Tell the whole story!

AUTHOR: Randy - (U.S.A.)

[Read Full Report](#) [Report Abuse](#)

I report three radio station playlists to New Music Weekly, for three of our music stations in our group. New Music Weekly is real. Songs from independent artists, in fact, do get played on stations throughout the country. Having met many of the program directors that also report, I can tell you that the magazine is far from bogus and spin counts on records do determine how "high" a particular song will chart.

The author that penned this "rip off report" apparently is of the belief that 600 spins of a particular song in less than half of the states in the country will make you an overnight superstar. New Music Weekly isn't out to make anybody a star...that is up to the promoter and the quality of the music of the artist.... but they are a tool that can and is used by many to boost their careers if new to the industry. I know, I've met many who would not be in the industry today if it weren't for people like Larry Weir and the magazine New Music Weekly.

Your name appearing in print with some of the biggest names in the industry does happen. That is because unlike other music trades that DO accept radio station playlists, New Music Weekly takes reports from radio stations all over the country, but most are in smaller and medium sized radio markets, which do not generate the same response on the internet such as artist hits on websites.

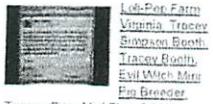
It's also immensely difficult to get music stores in smaller towns to carry brand new artists that may be playing on local radio. Most are Wal-Marts or similar chain stores that only stock the "major artists." Many radio stations such as ours get little request

[http://www.ripoffreport.com/r/Larry-Weir-New-Music-Weekly-Backstage-Entertainment-Spins-Tracking-System/...](http://www.ripoffreport.com/r/Larry-Weir-New-Music-Weekly-Backstage-Entertainment-Spins-Tracking-System/)

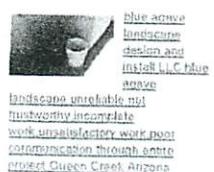
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feature five or six artists that are million selling or platinum artists in the industry. It's not that the new talent isn't getting played, but that the more familiar talent is top of mind awareness to the listener.

Using the word "bogus" insinuates that New Music Weekly is not a real publication. That is as close to libel as it gets. In signing up to post on this site, I've noticed some major corporations listed as "rip-off" companies in one way or the other. U-Haul, I've used them many times. Applebees. Eat there often. Several lending institutions which I've used and had no problem with came up before I got to this particular "rip-off" report. New Music Weekly does not "promote" artists. Larry does have Heartland Entertainment, which was in business LONG before the magazine even began. The author has intertwined the two and, is inaccurate in his description.



[wristwatchbase.com](#). Be careful they sell not new (advertised as brandnew). P watchbase Canada Alaska



Ripoff Report in the Media



Ripoff Report on CBS 19



Ripoff Report on CBS 19 - Global Marketing Alliance



Ripoff Report on ABC 15 - Smart Shopper



Ripoff Report - Gits Gone Wild



Ripoff Report on Fox 11 - Car Repair

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#4 REBUTTAL Owner of company

For The Record

AUTHOR: Larry - (U.S.A.)

REBUTTAL: [Larry - \(U.S.A.\)](#)

The first response to you is why you have not bothered to contact me personally if you have some type of complaint. I have received neither a letter nor a phone call from whoever you are. Instead, you choose to use this sight as a way to vent without even having any discussion. It's a one sided affair.

No one works harder for an artist or band than National Record Promotion. We start at 5:00 AM (PST) calling music and program directors, sending emails to stations, writing columns, pitches and blogs to try and get radio to pay attention to a new or already established recording artist. It's a very big job and many don't understand just how involved and hard this process is. Try it on your own for a week and you will see. This week alone we have the strongest New & Active debut on the AC charts at Radio and Records. In the last year and a half we've completed promotions for the likes to Mick Jagger, Willie Nelson, Heartland and numerous top independent artists, helping them get chart activity and national visibility. With our 40 years of being in the industry, the knowledge & experience behind the company puts us ahead of anyone out there today.

The only ones that benefit from your accusations and complaints are my competitors. Also for the record, I do not own or control Spins Tracking or Backstage Entertainment. Those are completely separate companies, so if you have some complaint or problem with them, I suggest that you contact them personally, unlike what you have chosen to do here.

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The government should serve voters, not corporate special interests. Public Citizen works to empower ordinary citizens, reduce the influence of big corporations on government, open the government to public scrutiny, and hold public officials accountable for their misconduct.



WHAT YOU NEED TO KNOW ABOUT THE BBB NOT a government agency as listed in your local phone book. Instead the BBB is a private, non-profit, franchise operation. 2012 expenses the BBB. [Harmon Teitel Group Gets A 'B' Rating](#) BBB is running a "pay for play" scheme.



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